

MARKETING & ADVERTISING

CO-OP INSERT FOR MAY 10, 1987

As you plan second quarter's advertising, you may wish to consider a Co-Op Insert. This program is continuing to have success in most Company and franchised markets where used. Since the November 30th Insert began, the following average sales increases have been seen by those locations participating. (All numbers compare '86 to '85 sales).

<u>Week Ending</u>	<u>Company</u>	<u>Franchise</u>
12/7	23.0%	16.9%
12/14	20.4%	15.4%
12/21	22.0%	22.8%
12/28	6.7%	4.8%
1/4	13.5%	N/A

The Company will be publishing an insert in select markets on May 10. By joining the Company's order, you have the advantages of Keller-Crescent doing all the work for you, as well as volume purchasing power with the company order. Following are the specifics for this order.

COUPON OFFER AND PLACEMENT

Attached are copies of past inserts. The placement of coupons at the top or bottom of the page, and the position within the booklet are the discretion of the printer. The coupon offers will be the same as on the copy, except with an expiration date of June 20, 1987. WE CANNOT CUSTOMIZE ANY COUPON OFFERS.

HOW TO ORDER AND COSTS

Please compute your estimated costs using the attached form. It must be returned by February 2. You will then receive an actual bill. Please note that **DEADLINES MUST BE FOLLOWED.**

1. Media Costs

Attached is a listing of all available market areas. Note that each is assigned a number (1-122). Newspapers in each market, as well as individual newspaper circulation (listed as thousands, 000) are included. Also listed is the total market area circulation.

Media cost is \$6.82 per thousand. You can compute your cost by multiplying \$6.82 by the circulation of your market area. For example:

Market #1 -Full circulation (2 papers)

$$\$6.82 \times 227 = \$1,548.14$$

However, if you only want the co-op insert in one of the market's newspapers, you will pay an additional \$1250 "combo break". Example:

Market #1 - Portland Telegram ONLY

$$\begin{array}{rcl} \$6.82 \times 135 & = & \$ 920.70 \\ \text{Plus combo break} & = & \$1,250.00 \\ \text{TOTAL} & & \$2,170.70 \end{array}$$

In this case, it would cost less to buy the entire market area. We do recommend that you compute costs both ways to determine which is most cost efficient for your market.

2. Production Costs

Production costs average \$600 per market. This includes about \$200 for typesetting addresses, mechanical art production, film and engraving, shipping and tax. Plus, approximately \$400 required by the co-op vendor/printer for black plate changes and strip-ins.

ADDRESSES

Most newspapers allow address/phone listing as shown on the attached copy. Please indicate the appropriate information per market on your order form. We will notify you if your local paper does NOT allow addresses.

SHARED MARKETS

Company markets are noted in the first column of the market listing by the designation SB or CEC. If you are located in a market already designated by the company, it is possible to "Share", even if your concept varies from the specified concept. Please call Lois Perry to discuss, as markets may fluctuate for the May insert.

If you share a market with another franchisee, it is possible for you to split the cost of the promotion by including all addresses on the coupon. In these cases, please coordinate with the other franchisee and place one order.

REPEAT ORDERS

If your order is an exact repeat of a previous order, just list as such in the address column on the order form. You will not need to specify addresses again.

SCHEDULE

February 2 - All orders are due to Lois Perry.

February 9 - Billing letters will be mailed this week.

March 2 - Payment due to Keller/Crescent.

If you have any questions, please call your Franchise Representative or Lois Perry.

MARKET
LISTINGS
for 5/10
Co-op
Insert.

() MKT#	AREA/MARKET	NEWSPAPER(S)	(000) CIRC
NEW ENGLAND (Region #1)			
1	Portland, ME Bangor, ME	Telegram (135) News (92)	227
2	Boston, MA	Globe	812
3	Worcester, MA Springfield, MA Pittsfield, MA	Telegram (128) Republican (156) Berkshire Eagle (33)	317
4	New Bedford, MA Fall River, MA Lowell, MA Lawrence, MA	Standard-Times (52) Herald News (37) Sun (57) Eagle Tribune (61)	207
5	Manchester, NH Burlington, VT	New Hampshire News (86) Free Press (52)	138
6	Providence, RI	Journal	259
7	Hartford, CT	Courant	300
8	New Haven, CT Waterbury, CT New London, CT	Register (141) Republican (74) Day (39)	254
Total			2,514
METRO NEW YORK (Region #2)			
9	Bridgeport, CT Danbury, CT	Post (92) News-Times (46)	138
10	New York, NY	News CS	1,752
11	New York, NY	Times* CS	1,182
12	Westchester/Rockland, NY Staten Island, NY Bergen, NJ	NEWSPAPERS (200) Mamaroneck Times (6) Mt. Vernon Argus (10) New Rochelle Standard-Star (12) Nyack Rockland Journal-News (50) Ossining Citizen-Register (8) Peekskill Star (12) Port Chester Item (11) Tarrytown News (5) White Plains Reporter Dispatch (52) Yonkers Herald-Statesman (34) Advance (85) The Record (228)	513
13	Long Island, NY	Newsday	648
14	Newark, NJ	Star Ledger	683
15	Asbury Park, NJ Atlantic City, NJ	Press (193) Press (88)	281
Total			5,197
MIDDLE ATLANTIC (Region #3)			
16	Poughkeepsie, NY Middletown, NY	Journal (80) Record (89)	149
17	Albany, NY Schenectady, NY Troy, NY	Times Union (172) Gazette (72) Record (45)	289
18	Syracuse, NY	Herald American	233
19	Binghamton, NY	U-BIE GROUP Binghamton Press (87) Elmira Telegram (49) Ithaca Journal (20) Ulrica Press, Observer-Dispatch (60)	216
20	Rochester, NY	Democrat & Chronicle	258
21	Buffalo, NY	News	371
22	Erie, PA	Times-News	103
23	Philadelphia, PA Camden, NJ Trenton, NJ Wilmington, DE	Inquirer (985) Courier Post (102) Times (85) News Journal (131)	1,303
24	Allentown, PA	Morning Call	173
25	Wilkes-Barre, PA Scranton, PA	Independent (65) Times (61)	126
26	Harrisburg, PA Reading, PA Lancaster, PA York, PA	Patriot News (168) Eagle (114) News (148) Dispatch (51)	481
27	Baltimore, MD	Sun	475
28	Washington, DC	Post	1,092
Total			5,269
SOUTHEAST (Region #4)			
29	Richmond, VA	Times Dispatch	241
30	Norfolk, VA Newport News, VA	Virginian Pilot (228) Press (112)	340
31	Roanoke, VA Lynchburg, VA	Times & World News (127) News & Advance (45)	172
32	Knoxville, TN	News-Sentinel	165
33	Memphis, TN	Commercial Appeal	296
34	Nashville, TN	Tennessean	256
35	Chattanooga, TN	News-Free Press	109

() MKT#	AREA/MARKET	NEWSPAPER(S)	(000) CIRC
SOUTHEAST (Region #4) Continued			
36	Kingsport, TN Bristol, VA Johnson City, TN	Times-News (48) Herald-Courier, Virginia-Tennessean (43) Press (33)	124
37	Charlotte, NC	Observer	264
38	Greensboro, NC Winston-Salem, NC	News (128) Journal (101)	229
39	Raleigh, NC Durham, NC Fayetteville, NC	News & Observer (178) Herald (63) Observer & Times (74)	315
40	Asheville, NC Greenville, SC Spartanburg, SC Anderson, SC	Citizen-Times (72) News-Piedmont (127) Herald-Journal (54) Independent Mail (46)	299
41	Columbia/Myrtle Beach, SC	State/Sun News	185
42	Charleston, SC	News & Courier Post	118
43	Birmingham, AL	News	214
44	Montgomery, AL Huntsville, AL	Journal-Advertiser (86) Times (73)	158
45	Mobile, AL/Pascagoula, MS	Press-Register/Mississippi Press Register (132) News-Journal (74)	206
46	Atlanta, GA	Journal Constitution	615
47	Savannah, GA	GEORGIA GROUP Albany Herald (44) Athens Banner-Herald (27) Augusta Chronicle-Herald (86) Columbus Ledger-Enquirer (69) Macon Telegraph & News (97) Savannah News (75)	398
48	Miami, FL Ft. Lauderdale, FL West Palm Beach, FL	Herald (560)† News & Sun Sentinel (289)† Post Times (188)†	1,037†
49	Jacksonville, FL Tallahassee, FL	Florida Times-Union (225) Democrat (67)	292
50	Orlando, FL Daytona Beach, FL Cocoa, FL	Sentinel (331)† News-Journal (96)† Today (90)†	517†
51	Lakeland, FL Gainesville, FL Ocala, FL	Ledger (93)† Sun (54)† Star-Banner (49)†	196†
52	St. Petersburg, FL Tampa, FL	Times (409)† Tribune (308)†	717†
53	Sarasota, FL Ft. Myers, FL	Herald-Tribune (148)† News-Press (102)†	248†
Total			7,712
EAST CENTRAL (Region #5)			
54	Charleston, WV Huntington, WV Wheeling, WV	Gazette Mail (109) Herald-Dispatch (49) News-Register (33)	213
55	Pittsburgh, PA Greensburg, PA Johnstown, PA	Press (580) Tribune-Review (80) Tribune-Democrat (54)	714
56	Youngstown, OH Warren, OH	Vindicator (153) Tribune-Chronicle (49)	202
57	Cleveland, OH Akron, OH Canton, OH	Plain Dealer (550) Beacon Journal (228) Repository (78)	856
58	Lorain, OH	HORWITZ GROUP Dover Times-Reporter (29) Elyria Chronicle-Telegram (35) Lake County News-Herald (54) Lorain Journal (47) Mansfield News Journal (55)	220
59	Columbus, OH	Dispatch	372
60	Dayton, OH/Springfield, OH	News/News-Sun	272
61	Cincinnati, OH Hamilton, OH	Enquirer (317) Journal-News (30)	347
62	Toledo, OH	Blade	220
63	Louisville, KY Lexington, KY	Courier Journal (324) Herald Leader (135)	459
64	Detroit, MI Detroit, MI Pontiac, MI	News (700) Free Press (334)* Oakland Press (80)	1,204

(.) MKT#	AREA/MARKET	NEWSPAPER(S)	(000) CIRC
EAST CENTRAL (Region #5) Continued			
SB	65 Flint/Grand Rapids, MI	BOOTH NEWSPAPERS (633) Ann Arbor News (59) Bay City Times (47) Flint Journal (121) Grand Rapids Press (176) Jackson Citizen Patriot (42) Kalamazoo Gazette (76) Muskegon Chronicle (50) Saginaw News (62) State Journal (82) Enquirer & News (39)	754
SB	Lansing, MI Battle Creek, MI		
SB	66 Indianapolis, IN	Star	395
SB	67 Ft. Wayne, IN	Journal Gazette	132
SB	68 Evansville, IN	Courier & Press	116
SB	69 South Bend, IN	Tribune	125
Total			6,601
METRO CHICAGO (Region #6)			
SB	70 Chicago, IL	Tribune CS	1,110
	71 Chicago, IL Evanston, IL	Sun Times (664) CS GREATER CHICAGO NEWSPAPERS (175) Aurora Beacon-News (43) Evanston Courier-News/Wheaton Journal (42) Joliet Herald-News (49) Weeksman News-Sun (41)	839
	72 Gary, IN Hammond, IN	Tribune (89) Times (75)	164
	73 Rockford, IL	Register Star	87
Total			2,200
WEST CENTRAL (Region #7)			
	74 Davenport, IA Moline, IL/Rock Island, IL Cedar Rapids, IA	Quad City Times (84) Dispatch/Argus (59) Gazette (82)	225
	75 Milwaukee, WI Kenosha, WI Racine, WI	Journal (515) News (31) Journal Times (39)	585
SB	76 Madison, WI	Wisconsin State Journal	145
SB	77 Green Bay, WI Appleton, WI	Gazette (75) Post-Crescent (64)	139
SB	78 Eau Claire, WI La Crosse, WI	Leader-Telegram (40) Tribune (38)	78
	79 Minneapolis, MN St. Paul, MN	Tribune (613) Pioneer Press (245)	858
	80 Duluth, MN	News Tribune	83
SB	81 Peoria, IL	Journal Star	116
SB	82 Springfield, IL Champaign-Urbana, IL Bloomington-Normal, IL Decatur, IL	State Journal Register (72) News-Gazette (52) Pantagraph (57) Herald Review (56)	237
SB	83 St. Louis, MO	Post-Dispatch	520
	84 Des Moines, IA	Register	371
SB	85 Omaha, NE Lincoln, NE	World-Herald (285) Journal & Star (60)	365
SB	86 Kansas City, MO St. Joseph, MO Topeka, KS	Star (403) News-Press (50) Capital-Journal (77)	530
	87 Springfield, MO Joplin, MO	News & Leader (92) Globe (45)	137
	88 Wichita, KS	Eagle-Beacon	194
SB	89 Denver, CO Denver, CO Boulder, CO Colorado Springs, CO Pueblo, CO	Rocky Mountain News (379) Denver Post* (309) Camera (40) Gazette Telegraph (115) Chieftain (55)	898
	90 Billings, MT Casper, WY	MONTANA GROUP (168) Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42) Helena Independent Record (14) Missoula Missoulian (31) Star-Tribune (42)	208
	91 Fargo, ND/Moorhead, MN Grand Forks, ND Sioux Falls, SD	The Forum (65) Herald (39) Argus Leader (61)	165
Total			5,854
SOUTHWEST (Region #8)			
	92 Jackson, MS	Citizen Ledger	116
SB	93 New Orleans, LA Baton Rouge, LA	Times-Picayune (352) Advocate (140)	492
	94 Shreveport, LA Monroe, LA	Times (110) News-Star-World (47)	157
	95 Little Rock, AR	Arkansas Gazette	161

(.) MKT#	AREA/MARKET	NEWSPAPER(S)	(000) CIRC
SOUTHWEST (Region #8) Continued			
SB	96 Dallas, TX Dallas, TX Ft. Worth, TX	News (522) Times Herald (349) Star-Telegram (304)	1,175
SE	97 Houston, TX Houston, TX Beaumont, TX	Houston Post* (235) Chronicle (529) Enterprise (78)	842
SB	98 Austin, TX Port Arthur, TX Waco, TX	American-Statesman (202) News (25) Tribune-Herald (69)	296
CEC	99 Corpus Christi, TX	HARTE HANKS METRO GROUP Abilene Reporter-News (60) Bryan-College Station Eagle (31) Corpus Christi Caller-Times (94) San Angelo Standard-Times (40) Wichita Falls Times (48)	273
CEC	100 San Antonio, TX	Express News	230
	101 El Paso, TX	Times	89
	102 Amarillo, TX Midland, TX Odessa, TX	News Globe (78) Reporter-Telegram (31) American (42)	151
	103 Albuquerque, NM	Journal	141
SB	104 Oklahoma City, OK Tulsa, OK	Oklahoman (329) World (235)	564
	105 Phoenix, AZ Tucson, AZ	Republic (509)† Star (153)†	662†
Total			5,349
PACIFIC (Region #9)			
	106 Seattle, WA Tacoma, WA	Times/Post Intelligencer (491) News-Tribune (120)	611
	107 Spokane, WA	Spokesman-Review	136
	108 Salt Lake City, UT Ogden, UT Provo, UT Boise, ID	Tribune Deseret News (210) Standard-Examiner (56) Herald (32) Statesman (72)	370
	109 Portland, OR Eugene, OR Salem, OR	Oregonian (406) Register Guard (75) Statesman-Journal (57)	540
	110 San Francisco, CA Santa Rosa, CA Walnut Creek, CA	Examiner & Chronicle (712) Press-Democrat (87) Contra Costa Times (89)	588
	111 Oakland, CA San Francisco Bay Area, CA	The Tribune (158) GOLDEN GATE SUBURBAN GROUP (182) Fremont The Argus (24) Hayward Review (49) Livermore Tri-Valley Herald (24) Mann County Independent Journal (40) San Mateo Times & News Leader (45)	340
	112 San Jose, CA	Mercury News	311
	113 Modesto, CA Stockton, CA	Bee (81) Record (57)	138
	114 Sacramento, CA Reno, NV	Bee (274) Gazette Journal (72)	346
SB	115 Fresno, CA	Bee	167
	116 Honolulu, HI	Star-Bulletin & Advertiser	198
Total			4,045
LOS ANGELES (Region #10)			
CEC	117 Los Angeles, CA Los Angeles, CA Long Beach, CA Torrance, CA Pasadena, CA San Gabriel Valley, CA	Times (1,354) Daily News (162) Press-Telegram (137) Daily Breeze (126) Star-News (46) Tribune (80)	1,905
CEC	118 Santa Barbara, CA Ventura/Thousand Oaks, CA	News Press (58) Star-Free Press/News Chronicle (79)	137
SB	119 Las Vegas, NV Bakersfield, CA	Review Journal (123) Californian (89)	212
	120 Anaheim, CA	ORANGE COUNTY METRO GROUP Anaheim Bulletin (16) La-Habra-Brea Star-Progress (5) Santa Ana Register (341)	362
CEC	121 Riverside, CA San Bernardino, CA	Press-Enterprise (141) Sun (87)	228
CEC	122 San Diego, CA	Union	392
Total			3,236
TOTALS		TOTAL CIRCULATION 47,977	

† Seasonal Circulation Fluctuation
Zoned Circulation
Circulation Source ABC 3/31/86
CS City & Suburban Distribution

(Qty effective 1/1/87)

MUST BE RETURNED BEFORE 2/2/87 TO PARTICIPATE!

Franchise Corporate Name and Address: _____

Telephone: _____

Order Placed By: _____

Order Specifications:

Select from Market Listing Mkt #	Addresses to be listed for this market PLEASE PRINT	Media Costs (Your circ. x \$6.82)	Production Cost Per Market	Total Cost Per Market
# _____			+ \$600 =	\$
# _____			+ \$600 =	\$
# _____			+ \$600 =	\$
# _____			+ \$600 =	\$
# _____			+ \$600 =	\$
Estimate Grand Total				\$

Please make a copy of this form if you plan more than 5 markets.

Return to Lois Perry, ShowBiz Pizza Time, Inc., 4441 W. Airport Freeway, Irving, TX 75062 BEFORE February 2, 1987.
 Sorry, we will not be able to accept orders after 2/2/87. You will receive a billing letter week of February 9 with exact costs. Your payment will be due by March 2, 1987.

SUPER FUN FAMILY PACK

- 1 large pizza, your choice of any one or two toppings or our famous super combo.
- 1 pitcher of soft drinks.
- 24 game and ride tokens.
- Just \$12.89 with coupon.
- **SAVE UP TO \$8!**



Present this coupon by May 3, 1987
Not good with any other offer.

GOOD TIMES MEAL DEAL

- 1 large pizza, your choice of any one topping.
- 1 pitcher of soft drinks.
- 16 game and ride tokens.
- Just \$11.89 with coupon.
- **SAVE UP TO \$6!**



Present this coupon by May 3, 1987
Not good with any other offer.

SUPER FUN FAMILY PACK

- 1 large pizza, your choice of any one or two toppings or our famous super combo.
- 1 pitcher of soft drinks.
- 24 game and ride tokens.
- Just \$12.89 with coupon.
- **SAVE UP TO \$8!**



Present this coupon by May 3, 1987
Not good with any other offer.

238 S. W. Military Dr.
8220 Windsor Cross
6802 Ingram Drive, Ingram Square (ShowBiz)

Put the fun back into eating out at Chuck E. Cheese's.



SUPER FUN FAMILY PACK

- 1 large pizza, your choice of any one or two toppings or our famous super combo.
- 1 pitcher of soft drinks.
- 24 game and ride tokens.
- Just \$12.89 with coupon.
- **SAVE UP TO \$8!**



Present this coupon by May 3, 1987
Not good with any other offer.

Memphis, TN #1
901-363-1064

Memphis, TN #2
901-386-0072

Chattanooga, TN
615-870-3215

GOOD TIMES MEAL DEAL

- 1 large pizza, your choice of any one topping.
- 1 pitcher of soft drinks.
- 16 game and ride tokens.
- Just \$11.89 with coupon.
- **SAVE UP TO \$6!**



Present this coupon by May 3, 1987
Not good with any other offer.

Charleston, SC
803-763-0663

Greenville, SC
803-297-6400

Columbia, SC
803-772-0435

SUPER FUN FAMILY PACK

- 1 large pizza, your choice of any one or two toppings or our famous super combo.
- 1 pitcher of soft drinks.
- 24 game and ride tokens.
- Just \$12.89 with coupon.
- **SAVE UP TO \$8!**



Present this coupon by May 3, 1987
Not good with any other offer.

West Des Moines, IA
515-223-9430

Cedar Falls, IA
319-277-5321

Cedar Rapids, IA
319-373-1228

Davenport, IA
319-391-2041

Put the fun back into eating out at ShowBiz Pizza.



SPT, INC. FRANCHISE NEWS

(Issue #39 - April 24, 1987)

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Submission by Sptweb

Version 1.0

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